

[INSERT ORGANIZATION NAME]

**“TALK. THEY HEAR YOU.”**

**[INSERT TITLE]**

[INSERT ORGANIZATION NAME]

*This is a good place to briefly summarize your organization’s mission or its efforts to prevent underage drinking.*



For more information, contact:

[INSERT ORGANIZATION NAME]

Primary Business Address  
Address Line 2  
Address Line 3  
Address Line 4

Phone: [555-555-5555]  
Fax: [555-555-5555]  
E-mail: [name@example.com]



# [INSERT MAIN TITLE HERE]

## [INSERT HEADER]

*This panel of the brochure is the most important because it is the first thing people will see and read. Put your most important information here such as an introduction to “Talk. They Hear You.” or information about the importance of underage drinking prevention. A quote or testimonial from someone in your organization or community is also a great way to capture the reader’s attention.*

*Use the next two panels to provide more information about underage drinking prevention and your efforts.*



## [INSERT HEADER]

*Some tips for creating an effective brochure:*

### 1. Remember your target audience.

*First, identify whom the brochure is for. Is it for parents, community leaders, or other community organizations? Knowing this will help you set the right tone for the brochure and include only the information your audience is interested in. You may need to create multiple brochures for different audiences.*

### 2. Be clear about its purpose.

*Brochures are a great way to promote something or sell an idea. Good brochures contain just enough information to tell the reader something new, while enticing him or her to want to learn more. A big mistake is to include too much information, which only confuses the reader. Ensure your brochure has a specific goal (e.g., sharing the warning signs of underage drinking; giving tips for talking to kids about alcohol, etc.) and avoid the mistake of overloading it with more content than is needed.*

### 3. Be visually and contextually engaging.

*The best brochures are visually appealing and contain just the right amount of content to engage the reader. Write from the reader’s point of view and do not be afraid to leave open spaces in your brochure that do not have text. A brochure that looks clean and concise will grab the reader’s attention more than one that looks too busy.*

## [INSERT HEADER]

### 4. Personalize it.

*To better connect to the reader, use local statistics, pictures, or quotes from someone in the community, if appropriate. This will make the brochure more relevant and help motivate the reader to take action.*



### 5. Use visuals.

*Images, visual representations of your data, or even social math can help your reader better connect with the issues of your work. For information about using visuals and social math, [click here](#) and [here](#).*